Ver# 5 Mod# 2 Status Confirmed Traffic Order# 767208

Printed: 05/23/2012 1:24 PM

Last Received: 05/23/2012 8:59 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.

Advertiser () US CHAMBER OF CMRC

Product **US CHAMBER**

Estimate# 436

Scott Kahn

Buyer Phone# Agency () MEDIA AD VENTURES

8136 OLD KEENE MILL ROAD, S#A-300 SPRINGFIELD, VA 22152

Agency C/P1/P2/E 106/120/436

Flight Dates Hiatus Weeks 05/14/2012 - 05/20/2012

Rep Firm

Sales Office (Salesperson () PHILADELPHIA) ANJIE BRADY

Salesperson Phone# Salesperson FAX#

215-567-6005 215-567-5938 1 of 3

--- CONTRACT COMMENT ---

SC= *

Fax#

LT	Ln	Dāy	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	C5/14-05/18	5	1	5	\$250.00	
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/14-05/18	5	1	5	\$250.00	
	3	M-F	630P-/P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	C5/14-05/18	5	1	5	\$30€.00	
	4	M-F	7P-/30P	THE CFFICE	:30	\$80.00	05/14-05/18	5	1	5	\$400.00	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/14-05/18	5	1	5	\$400.00	
	6	М	9P-10P	HOUSE	: 30	\$400.00	05/14-05/14	1	1	1	\$400.00	
	7	W Buylin	8P-10P ne Comment:	IDGL REVISE TIME PD	:30	\$1,250.00	05/16-05/16	1	1	1	\$1,250.00	
	8	SA	7P-11P	FOX SAT NITS BASEBALL	:30	\$300.00	05/19-05/19	1	1	1	\$300,00	
	9	M F	10P-11P	FOX TOLEDO NEWS @ 10PM	:30	\$1/5.00	05/14-05/18	5	1	5	\$8/5.00	
	10	SA	10P-1030P	FOX TGLEDC NEWS SATURDAY @ 10PM	:30	\$1/5.0C	05/19-05/19	1	1	1	\$175.00	
	11	ទប	10P-1030P	FOX TOLEDO NEWS SUNDAY @ 10PM	:30	\$175.00	05/20-05/20	1	1	1	\$175.00	
	12	M-F	11P-1130P	SEINFELD	: 30	\$60.00	05/14-05/18	4	1	4	\$240.00	
	13	M-F	1130P-12A	THE OFFICE	:30	\$60.00	05/14-05/18	4	1	4	\$240.00	
	14	SA	4P 7P	FOX SAT BASEBALL	:30	\$200.00	05/19-05/19	1	1	1	\$200.00	

 Rep Order#
 6814167
 Ver#
 5
 Mod#
 2
 Status
 Confirmed
 Traffic Order# 767208
 Printed:
 05/23/2012 1:24 PM
 2 of
 3

 EC'd
 No
 Last Received:
 05/23/2012 8:59 AM

Showing Buylines: All Lines

Station V Advertiser Product Estimate#		WUPW-TV TOLEDO, OH. ().US CHAMBER OF CMRC US CHAMBER 436				sS D, S#A-300	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY						
Buyer Phone Fax#	r	Scott Kahn			Flight Dates Hiatus Weeks	E 106/120/436 05/14/2012 - 05/20/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
													
	15	SU	9A-10A	FOX NEWS SUNDAY		:30	\$15.00	05/20-05/20	1	1	1	\$15.00	
	16	TH-F	10P-11P	LATE NEWS		:30	\$175.00	C5/17-05/18	1	1	1	\$175.00	
		Buyli	ne Comment:	ADD TO SKED FOR MKGI	FROM H. 6813893								
	17	TH F	630P-/P	630P NEWS		:30	\$60.00	05/17-05/18	1	1	1	\$60.00	
		Buyli	ne Comment:	ADD TO SKED FOR MKGD	FROM H. 5813893								
	18	TH-F	10A-11A	MAURY POVICH		:30	\$50.00	05/17-05/18	1	1	1	\$50.0C	
		Buyli	ne Comment:	ADD TO SKED FOR MKGD	FROM H. 6813893								
	19	TH-F	/P-730P	THE OFFICE		:30	\$8C.OC	05/17-05/18	1	1	1	\$80.00	
		Buyli	ne Comment:	ADD TO SKED FOR MKGE	FROM H. 6813893								
	20	TH-F	11P-1130P	SEINFELD		:30	\$60.00	05/17-05/18	1	1	1	\$60.00	
		Buylı	ne Comment:	ADD TO SKED FOR MKGD	FROM H.6813893								
	21	T f]- F	4P-5P	ANDERSON COOPER		:30	\$50.00	05/17-05/18	1	1	1	\$50.00	
		Buyli	ne Comment:	ADD TO SKED FOR MKCD	FROM H.6813893		• - •	13,1: 03,10	-	•	_		

--- REPORT TOTALS---

Report Totals: 51 / \$5,945.00

--- SALES MONTHLY TOTALS---

May 12: 51 / \$5,945.00

Sales Totals: 51 / \$5,945.00

Station Totals: 51 / \$5,945.00

Lines not sent/reld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$99,083 CATV 00 WNGT 0% WNWC 40 WTOL 49% WTVG 41%

 Rep Order#
 6814167
 Ver#
 5
 Mod#
 2
 Status
 Confirmed
 Traific Order# 767208
 Printed:
 05/23/2012 1:24 PM
 3 of 3
 3

 EC'd
 No
 Last Received:
 05/23/2012 8:59 AM

Showing Buylines: All Lines

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) PHILADELPHIA

215-567-6005

215-567-5938

) ANJIE BRADY

Station WUPW-TV TOLEDO, OH.

Advertiser ().US CHAMBER OF CMRC

Product US CHAMBER

Estimate# 436

Buyer Scott Kahn

Phone# Fax# Agency () MEDIA AD VENTURES 8136 OLD KEENE MILL ROAD, S#A-300 SPRINGFIELD, VA 22152

Agency C/P1/P2/E 106/120/436

Flight Dates 05/14/2012 - 05/20/2012

Hiatus Weeks

MADM 92

-- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENGV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6814167 EC'd No

Ver# 5 Status Revised Traffic Order# 767208

Printed: Last Received:

05/23/2012 1:22 PM 05/23/2012 8:59 AM 1 of 3

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.

Advertiser () US CHAMBER OF CMRC

Product **US CHAMBER**

Estimate# 436

Buyer

Fax#

Phone#

Scott Kahn

Agency () MEDIA AD VENTURES

8136 OLD KEENE MILL ROAD, S#A-300

SPRINGFIELD, VA 22152 Agency C/Pt/P2/E 106/120/436

Flight Dates

05/14/2012 - 05/20/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson (

) PHILADELPHIA) ANJIE BRADY

Salesperson Phone# 215-567-6005 Salesperson FAX#

215-567-5938

--- CONTRACT COMMENT ---

SC-*

--- REMARKS ---

VER 5 ISSUED TO REVISE TP LN / PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT 	Ln 	Day 	Tim⊷	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	M-F	10A-11A	MAURY POVICH	;30	\$50.00	05/14-05/18	5	1	5	\$250.00	-
	2	M-F.	4P-5P	ANDERSON COOPER	: 30	\$50,00	05/14-05/18	5	1	5	\$250,00	
	3	M-F.	630P-/P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/14-05/18	5	1	5	\$300.00	
	4	M-F.	/P-/30P	THE OFFICE	: 30	\$80,00	05/14-05/18	5	1	5	\$400.00	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	: 30	\$80.00	05/14-05/18	5	1	5	\$400,00	
	6	М	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400,00	
	* 7	Sales Ren		1DOL : REVISE TIME PD 75 REVISE TIME PD es changed	: 30	\$1,250.00	05/16-05/16	1	1	1	\$1,250.00	
	8	SA	7P-11P	FOX SAT NITE BASEBALL	; 30	\$300.00	05/19-05/19	1	1	1	\$300,00	
	9	M-F	10P-11P	FCX TOLEDO NEWS @ 10PM	:30	\$175.0C	C5/14-05/18	5	1	5	\$875.00	
	10	SA	10P-1030F	FOX TOLEDO NEWS SATURDAY @ 10PM	: 30	s175.00	05/19-05/19	1	1	1	\$175.00	

 Rep Order#
 6814167
 Ver#
 5
 Status
 Revised
 Traffic Order# 767208
 Printed:
 05/23/2012 1:22 PM
 2 of 3

 EC'd
 No
 Last Received:
 05/23/2012 8:59 AM

Showing Buylines: All Lines

Station \ Advertiser Product Estimate#	WUPW-TV TOLEDO, OH. () US CHAMBER OF CMRC US CHAMBER 436 Scott Kahn			Agency () 8136 OI SPRING Agency C/P1/P2/E	ES D, S#A-300	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY					
Buyer Phone# Fax#				Flight Dates Hiatus Weeks	E 106/120/436 05/14/2012 · 05/20/2012			Salcsperson Phone# Salesperson FAX#		215-567- 215-567-	
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost Daypart
11	2J	10P-1030P	FOX TOLEDO NEWS SUNDA	AY @ 10PM	:30	\$175.00	C5/20-05/20	1	1	1	\$1/5.00
12	M-F	11P-1130P	SEINFELD		:30	\$60.00	05/14-05/18	4	1	4	\$210,00
13	M F	1130P-12 A	THE OFFICE		: 30	\$60.0C	05/14-05/18	4	1	4	\$240.00
14	SA	4P-7P	FOX SAT BASEBALL		:30	\$200.00	05/19-05/19	1	1	1	\$200.00
15	SU	9A-10A	FOX NEWS SUNDAY		:30	\$15.00	05/20-05/20	1	1	1	\$15.00
lò	ТН-F Виу		LATE NEWS ADD TO SKED FOR MKGD	FROM H.5813893	:30	\$175.00	05/1/-05/18	1	1	1	\$175.00
17	TH-F Buy		630P NEWS ADD TC SKED FOR MKCD	FROM H.6813893	: 30	\$60.00	C5/1/-05/18	1	1	1	\$60.00
18	TH-F Buy		MAURY POVICH ADD TO SKED FOR MKGD	FROM H.6813893	:30	\$50.00	05/17-05/18	1	1	1	\$50.00
19	TH-F Buy		THE OFFICE ADD TO SKED FOR MKGD	FROM H.6813893	:30	\$80.00	C5/17-05/18	1	1	1	\$80.00
20	TH-F Buy.	11P-113CP line Comment:	SEINFELD ADD TO SKED FOR MKGD	FROM H.6813893	:30	\$60.00	05/17 05/18	1	1	1	\$60.00
21	TH-F Buy.	4P-5P line Comment:	ANDERSON COOPER ADD TO SKED FOR MKGD	FROM H. 6813893	:30	\$50.00	05/17-05/18	1	1	1	\$50.00

Report Totals: 51 / \$5,945.00

 Rep Order#
 6814167
 Ver#
 5
 Status
 Revised
 Traffic Order# 767208
 Printed:
 05/23/2012 1:22 PM
 3 of 3

 EC'd No
 Last Received:
 05/23/2012 8:59 AM

Showing Buylines: All Lines

Rep Firm

Station WUPW-TV TOLEDO, OH. Agency () MEDIA AD VENTURES

Advertiser() .US CHAMBER OF CMRC8136 OLD KEENE MILL ROAD, S#A-300Sales Office () PHILADELPHIAProductUS CHAMBERSPRINGFIELD, VA 22152Salesperson () ANJIE BRADY

 Product
 US CHAMBER
 SPRINGFIELD, VA 22152

 Estimate#
 436
 Agency C/P1/P2/E
 106/120/436

Estimate# 436 Agency C/P1/P2/E 106/120/436

Buyer Scott Kahn Flight Dates 05/14/2012 - 05/20/2012 Salesperson Phone# 215-567-6005

--- SALES MONTHLY TOTALS---

May 12: 51 / \$5,945.00 Sales Totals: 51 / \$5,945.00 Station Totals: 51 / \$5,945.00 Lines not sent/rold/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$99,083 CATV 05 WNGT 05 WNWG 48 WTGL 498 WTVG 41%

WUPW 6%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV1C, MAY11, ENCV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE